

RCS# 5964
8/16/04
3:46 PM

Atlanta City Council

Regular Session

04-C-1381 NORMAN H ROSS, JR KEEP ATLANTA BEAUTIFUL
BRD OF DIRECTORS
CONFIRM

YEAS: 12
NAYS: 0
ABSTENTIONS: 0
NOT VOTING: 4
EXCUSED: 0
ABSENT 0

Y Smith	Y Archibong	Y Moore	Y Mitchell
Y Starnes	Y Fauver	NV Martin	NV Norwood
Y Young	Y Shook	Y Maddox	NV Willis
Y Winslow	Y Muller	Y Sheperd	NV Borders



CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

55 TRINITY AVENUE, S.W.
ATLANTA, GEORGIA 30335-0300
TEL (404) 330-6100

04- C-1381

July 19, 2004

President Pro-Tempore Ceasar Mitchell and
Members of Atlanta City Council
City Hall, Suite 2900 South
68 Mitchell St., S.W.
Atlanta, Georgia 30303

RE: Keep Atlanta Beautiful Board of Directors Appointment

Dear President Pro-Tempore and Members of the Council:

It is a pleasure for me to appoint Norman H. Ross, Jr. to serve as a member of the Keep Atlanta Beautiful Board of Directors for the City of Atlanta. This appointment is for a **term of two (2) years**.

I am confident that Norman H. Ross, Jr. will serve the Keep Atlanta Beautiful Board of Directors with integrity and dedication.

Sincerely,



Shirley Franklin

CONFIRMED BY

AUG 16 2004

COUNCIL

Norman H. Ross, Jr.

148 Belmonte Drive. Atlanta, GA 30311 (404) 753-0106 nross@na.cokecce.com

(DIST: 4)

WORK EXPERIENCE

Coca-Cola Enterprises Inc., Atlanta, GA

October 1999 - Present

Public Affairs Specialist

- Responsible for all Public Affairs functions in the Atlanta metropolitan area.
- Manage media relations for the Atlanta and Southern States divisions.
- Assist in managing governmental and community relations and issues management in the Atlanta and Southern States divisions.
- Implement and coordinate *Operation Grassroots Enterprises* training with Public Affairs Manager for the Atlanta and Southern States divisions.
- Coordinate public affairs efforts with Coca-Cola Enterprises Inc. and The Coca-Cola Company to maximize Coca-Cola system efforts.
- Manage the day-to-day activities of Company's 21 state and federal political action committees (PACs).
- Organize data entry of political expenditures and employee contributions, and file maintenance of the extensive employee database and the preparation of monthly activity reports for the public affairs field in the specialized PAC software system, MicroPAC.
- Draft and edit semi-annual presentations regarding PAC activities for the manager and/or vice president of public affairs who serve respectively as treasurer and chairman of the PACs.
- Coordinate and conduct the annual PAC solicitation efforts (the PAC currently has over 3,000 members): producing letters of invitation, creating PAC marketing materials, maintaining records of the potential and current membership, coordinating mailings, and following-up with letters of appreciation from the vice president of public affairs.
- Design and develop with public affairs specialist the Company's annual public affairs/PAC newsletter (or any other communication vehicles for the PACs) which is published quarterly.
- Oversee and administer the public affairs political database program, an in-house database, which combines data from MicroPAC, legislative official database, human resources database.

Coca-Cola Enterprises Inc., Atlanta, GA

June 1994 - August 1997

Summer Intern

- Merchandised grocery stores to keep shelves stocked with product.
- Analyzed volume reports for metro sales centers to recognize gains and losses.
- Established new accounts to maximize growth in recreational markets.
- Created Recreation Vending Program to increase brand image and sales in recreational markets.
- Managed and input data in *Real Estate Facility Database*.

EDUCATION

Maxwell School of Citizenship and Public Affairs, Syracuse University, Syracuse, NY

Master of Public Administration: July 1999

Concentration: State & Local Government Financial Analysis & Management

Morehouse College, Atlanta, GA

Bachelor of Arts: May 1998, *Cum Laude*

Major: Business Administration, Finance

SKILLS

- Extensive computer experience with Microsoft applications: Spreadsheet Application, Presentations, Database Management, and Quantitative Analysis.
- Financial Management, Budget Implementation, and Public Speaking.

ACTIVITIES

- Leadership Atlanta Class of 2004
- Hands on Atlanta Board of Directors
- KIPP WAYS (West Atlanta Youth Scholars) Board of Directors
- Former Chairman of The Cascade United Methodist Church Trustee Board
- INROADS/Atlanta, Inc. Alumni Association

Norman H. Ross, Jr. is a Public Affairs Specialist with Coca-Cola Enterprises, the largest Coca-Cola bottler of liquid non-alcoholic refreshments. Norman is an Atlanta native and a graduate of the Atlanta Public School system. He received a Bachelor of Arts in Business Administration from Morehouse College and a Masters of Public Administration from the Maxwell School of Citizenship and Public Affairs at Syracuse University. Norman has been a member of Cascade United Methodist Church for over 27 years and he currently resides in Southwest Atlanta.

04-1381
(Do Not Write Above This Line)

A COMMUNICATION
BY MAYOR SHIRLEY FRANKLIN

A COMMUNICATION APPOINTING
NORMAN H. ROSS, JR AS A MEMBER
OF THE KEEP ATLANTA BEAUTIFUL
BOARD OF DIRECTORS FOR A TERM
OF TWO (2) YEARS. EFFECTIVE UPON
COUNCIL CONFIRMATION.

CONFIRMED BY

AUG 16 2004

COUNCIL

- ☐ CONSENT REFER
☐ REGULAR REPORT REFER
☐ ADVERTISE & REFER
☐ 1st ADOPT 2nd READ & REFER
☒ PERSONAL PAPER REFER

Date Referred 7/19/04

Referred To: City Utilities / Common Council

Date Referred

Referred To:

Date Referred

Referred To:

First Reading

Committee _____
Date _____
Chair _____
Referred To _____

City Utilities
7/27/04

Chair

Action

Fav, Adv, Hold (see rev. side)

Forwarded to Rev

Members

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Refer To

Committee

Committee

Date

Date

Chair

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Members

City Utilities

Common Council

City Utilities

Refer To

FINAL COUNCIL ACTION

☐ 2nd

☐ 1st & 2nd

☐ 3rd

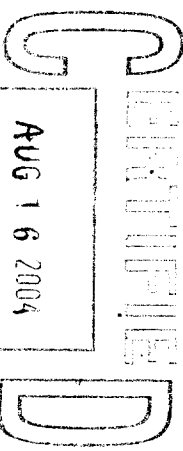
Readings

☐ Consent

☐ V Vote

☒ RC Vote

CERTIFIED



AUG 16 2004

ATTESTED AND FORWARDED

Shirley Franklin

AUG 16 2004

Norman H. Ross, Jr.

MAYOR'S ACTION